

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims:

Claims 1 -47 (cancelled)

Claim 48 (new): A method comprising the steps of:

providing a relational database of a plurality of participating consumers in a host computer, the relational database comprising personal data and demographic data associated with each consumer of the plurality of participating consumers, the personal data and demographic data for each consumer originating from at least one of: the consumer and a third party; and

interfacing between the host computer and one or more promoters wherein the one or more promoters are manufacturers, the interfacing comprising:

inputting, by each manufacturer, information comprising: manufacturer data comprising textual content and image content associated with the manufacturer; and a Uniform Code Council (UCC) code assigned to the manufacturer; brand name data; and product data comprising: a unique UCC code assigned to each product of each manufacturer; and content for each product comprising textual content for each product and image content for each product, wherein the content further comprises a product description, a brand name and a product size indicia; and

inputting data for consumer selection, by each manufacturer, the data for consumer selection comprising: textual content and image content associated with the manufacturer; textual content and image content associated with a product of the manufacturer; and a promotional material comprising a coupon comprising: the UCC code assigned to the manufacturer; a family code; a

UCC value code; a UCC extended bar code; a coupon offer code; a description of one or more products required to be purchased to redeem the promotional material; and an expiration date;

inputting one or more target consumer profiles comprising: gender; age; delivery interval; and one or more zip code regions for promotional material delivery;

specifying, via the host computer, promotional material content comprising: the UCC code assigned to the manufacturer, the family code, the UCC value code, the UCC extended bar code, the coupon offer code, the description of one or more products required to be purchased to redeem the promotional material; and the expiration date;

querying the relational database to obtain query results;

forming a list of consumers from the query results to receive the specified promotional material, the list including a representative consumer having a consumer identification; and

saving the query results; and

interfacing between the host computer and one or more consumers comprising the steps:

subscribing by each consumer;

offering one or more promotional materials via an online interface for selection by the one or more consumers; and

recording a selection of at least one promotional material made by the one or more consumers; and

generating manufacturer promotional materials, comprising:

a coupon barcode, comprising: the UCC code assigned to the manufacturer; the family code; the UCC value code;

the extended barcode;

a manufacturer/military coupon indicator;

the expiration date;

the coupon offer code; and

a consumer identification code comprising a serial number and a bar code representation of serial numbers; and

distributing the promotional material to a physical address of a consumer.

Claim 49 (new): The method of claim 48, the method further comprising the steps of:

interfacing between a host computer and one or more promoters wherein the one or more promoters are retailers, the interfacing comprising:

inputting, by each retailer, consumer selection information comprising: retailer data comprising textual content and image content associated with the retailer; an offer code; and a coupon value;

inputting one or more target consumer profiles comprising gender, age, zip code region, and delivery interval;

specifying promotional material content, by each retailer, comprising: an offer code, an expiration date, and a coupon value;

querying the relational database to obtain query results;

forming a list of consumers from the query results to receive the specified promotional material, the list including a representative consumer having a consumer identification; and

saving the query results; and

generating manufacturer and retailer promotional materials, comprising:

manufacturer promotional materials comprising: a coupon barcode, comprising: the UCC code assigned to the manufacturer; the family code; the UCC value code;

the extended barcode;

a manufacturer/military coupon indicator;

the expiration date;

the coupon offer code; and

a consumer identification code comprising a serial number and a bar code representation of serial numbers; and

retailer promotional materials, comprising:

an offer code,

an expiration date, and

a consumer identification code comprising a serial number and a bar code representation of serial numbers; and

distributing the coupon to a physical address of a consumer.

Claim 50 (new): The method of claim 48 wherein the inputting step by each manufacturer of the interfacing step between a host computer and one or more manufacturers, further comprises the step of inputting at least one of: (a) one or more ingredients of each product input by the manufacturer; and (b) nutritional data of each product input by the manufacturer.

Claim 51 (new): The method of claim 48 wherein the providing content for the consumer interface step of the interfacing step between a host computer and one or more manufacturers further comprises providing at least one of: one or more ingredients of each product input by the manufacturer; and nutritional data of each product input by the manufacturer.

Claim 52(new): A system comprising:

a relational database of a plurality of participating consumers in a host computer, the relational database comprising personal and demographic data associated with each consumer of the plurality of participating consumers, the personal and demographic data for each consumer originating from at least one of: the consumer and a third party; and

means for interfacing between the host computer and one or more promoters wherein the one or more promoters are manufacturers, the interfacing means comprising:

means for inputting, by each manufacturer, information comprising: manufacturer data comprising textual content and image content associated with the manufacturer; and a Uniform Code Council (UCC) code assigned to the manufacturer; brand name data; and product data comprising: a unique UCC code assigned to each product of each manufacturer; and content for each product comprising textual content for each product and image content for each product, wherein the content further comprises a product description, a brand name and a product size indicia; and

means for inputting data for consumer selection, by each manufacturer, the data for consumer selection comprising: textual content and image content associated with the manufacturer; textual content and image content associated with a product of the manufacturer; and a promotional material comprising a coupon comprising: a UCC code assigned to the manufacturer; a family code; a UCC value code; a UCC extended bar code; a coupon offer code; a description of one or more products required to be purchased to redeem the promotional material; and an expiration date;

means for inputting one or more target consumer profiles comprising: gender; age; delivery interval; and one or more zip code regions for promotional material delivery;

means for specifying, via the host computer, promotional material content comprising: the UCC code assigned to the manufacturer, the family code, a UCC value code, a UCC extended bar code, the coupon offer code, the description of one or more products required to be purchased to redeem the promotional material; and the expiration date;

querying means for searching the relational database to obtain query results;

means for forming a list of consumers from the query results to receive the specified promotional material, the list including a representative consumer having a consumer identification; and

means for saving the query results; and

means for interfacing between the host computer and one or more consumers, the interfacing means comprising:

means for subscribing by each consumer;

means for offering one or more promotional materials via an online interface for selection by the one or more consumers; and

means for recording a selection of at least one promotional material made by the one or more consumers; and

means for generating manufacturer promotional materials, the manufacturer promotional materials comprising:

the coupon barcode, comprising: the UCC code assigned to the manufacturer; the family code; the UCC value code;

the extended barcode;

a manufacturer/military coupon indicator;

the expiration date;

the coupon offer code;

a consumer identification code comprising a serial number and a bar code representation of serial numbers; and

means for distributing the promotional material to a physical address of a consumer.

Claim 53 (new): The system of claim 52 further comprising:

means for interfacing between the host computer and one or more promoters wherein the one or more promoters are retailers, the interfacing means comprising:

means for inputting, by each retailer, consumer selection information comprising: retailer data comprising textual content and image content associated with the retailer; an offer code; and a coupon value;

means for inputting one or more target consumer profiles comprising gender, age, zip code region, and delivery interval;

means for specifying promotional material content, by each retailer, comprising:
 an offer code, an expiration date, and a coupon value;

querying means for searching the relational database to obtain query results;

means for forming a list of consumers from the query results to receive the
 specified promotional material, the list including a representative consumer
 having a consumer identification;

means for saving the query results; and

means for generating manufacturer and retailer promotional materials, the manufacturer
and retailer promotional materials comprising:

 manufacturer promotional materials comprising: the coupon barcode, comprising:
 the UCC code assigned to the manufacturer; the family code; the UCC value
 code;

 the extended barcode;

 a manufacturer/military coupon indicator;

 the expiration date;

 the coupon offer code;

 a consumer identification code comprising a serial number and a bar code
 representation of serial numbers; and

 retailer promotional materials, comprising:

 an offer code,

 an expiration date, and

 a consumer identification code comprising a serial number and a bar code
 representations of serial numbers; and

means for distributing the coupon to a physical address of a consumer.

Claim 54 (new): The system of claim 52 further comprising means for inputting by a manufacturer at least one of: (a) one or more ingredients of each product input by the manufacturer; and (b) nutritional data of each product input by the manufacturer.

Claim 55 (new): The system of claim 52 further comprising means for providing, via the means for inputting data for consumer selection, at least one of: one or more ingredients of each product input by the manufacturer; and nutritional data of each product input by the manufacturer.